## **WEWS**

## Flight Dates 10/22/12-11/05/12

Order Sep 00:20:00

Product Estimate #

Alt Order # 306932 / Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 08/03/12 10/25/12 Order Type **GENERAL** Billing Contact Billing Cycle EOM/EOC

Advertiser Republican Senate Campaig

7720 Benson Road Billing Calendar BROADCAST

Product Codes PL

Order Share %

Carroll, OH 43112 Demographic A25-54

Agency **Midwest Communications & Rev Codes** 

POL POL **CAND Buying Contact** 

Sales Office WEWSL Sales Region LOC Priority P-2 49 S Grant Avenue

Advertiser Ref Agency Ref Columbus, OH 43125

**Primary Account Executive** 

WEWS Local Political

Account Executive Order% Start Date **End Date** 

WEWS Local Political 100%

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Market Value

Order Totals					Billin	g Plan			
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount G	ross Amount
October 2012	49	\$56,950.00	\$67,000.00	0.00	10/01/12	10/28/12	49	\$56,950.00	\$67,000.00
November 2012	59	\$74,800.00	\$88,000.00	0.00	10/29/12	11/05/12	59	\$74,800.00	\$88,000.00
Totals	108	\$131,750.00	\$155,000.00	0.00					

									Tota	als
Ln Ch Sta	rt End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEWS 10/2	2/12 11/05/12	M-SU 11-1135P Lat	te Ne0/M	11-1135p		:30 0	\$3,000.00 P-1	0.00 NM	9	\$27,000.00
		M-SU 11-1135P La	te Nev							
Start Date	e End Date	Weekdays S	pots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF- S	4	\$3,000.00	0.00					
Week: 10/29/12	11/04/12	MTWTF- S	4	\$3,000.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$3,000.00	0.00					





<u>Contract / Revision</u> 306932 <u>Flight Dates</u> 10/22/12-11/05/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/03/12/ 10/25/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

									Tot	als
Ln Ch Star	t End	Inventory Code	Break	Start/End 7	Time Days	Len Spo	ts Rate Pri	Rtg Type		Amount
N 2 WEWS 10/22	/12 11/05/12	M-F GMC 5-6a M-F GMC 5-6a	СМ	5-6a		:30	0 \$750.00 P-1	0.00 NM	11	\$8,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF	5	\$750.00	0.00					
Week: 10/29/12	11/04/12	MTWTF	5	\$750.00	0.00					
Week: 11/05/12	11/11/12	M	1	\$750.00	0.00				_	
N 3 WEWS 10/22	/12 11/05/12	M-F GMC 6-7a M-F GMC 6-7a	СМ	6-7a		:30	0 \$950.00 P-1	0.00 NM	7	\$6,650.00
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF MTWTF	3	\$950.00	0.00					
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	M	3	\$950.00 \$950.00	0.00 0.00					
N 4 WEWS 10/22			CM	7-9a		:30	0 \$950.00 P-1	0.00 NM	7	\$6,650.00
		M-F GMA 7-9a		_		.50	υ ψ950.001-1	0.00 INIVI	,	ψ0,000.00
Start Date		<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating				i	
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	MTWTF	3	\$950.00 \$950.00	0.00 0.00					
Week: 11/05/12	11/11/12	M	1	\$950.00	0.00				ĺ	
N 5 WEWS 10/22		M-F 9-10a Live With Kelly	СМ	Live With Ko		:30	0 \$650.00 P-2	0.00 NM	11	\$7,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF	5	\$650.00	0.00				ĺ	
Week: 10/29/12	11/04/12	MTWTF	5	\$650.00	0.00				1	
Week: 11/05/12	11/11/12	M	1	\$650.00	0.00				1	
N 6 WEWS 10/22	/12 11/05/12	M-F 12-1230pm I M-F 12-1p News		12-1p (12:00 PM-1	2:30 PM)	:30	0 \$1,200.00 P-1	0.00 NM	11	\$13,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF		\$1,200.00	0.00					
Week: 10/29/12	11/04/12	MTWTF		\$1,200.00	0.00					
Week: 11/05/12	11/11/12	M		\$1,200.00	0.00					<b></b>
N 7 WEWS 10/22	/12 11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	СМ	4-5p Dr Oz		:30	0 \$1,000.00 P-2	0.00 NM	11	\$11,000.00
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWTF MTWTF		\$1,000.00	0.00				l	
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	M		\$1,000.00 \$1,000.00	0.00 0.00					
N 8 WEWS 10/22				6-630p	0.00	:30	0 \$2,500.00 P-1	0.00 NM	11	\$27,500.00
		M-F 6-630p New	S	•		.50	υ ψ2,300.001-1	0.00 INIVI	''	Ψ21,300.00
Start Date					Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	MTWTF MTWTF		\$2,500.00 \$2,500.00	0.00 0.00					
Week: 11/05/12	11/11/12	M	1	\$2,500.00	0.00				ĺ	
N 9 WEWS 10/22			CM	730-8p		:30	0 \$1,200.00 P-2	0.00 NM	11	\$13,200.00
		730-8p				.00	σ ψ1,200.001 2	0.00 14111		ψ10,200.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> МГWГF	Spots/Week	Rate	Rating 0.00					
Spot Ch Date F		Description		\$1,200.00 t/End Time		/eekdays	Length Rate	Rtg Type		
2 VEWS 10/22/			730-			<del>гескаауз</del> TWThF			ĺ	
See MG 9			. 30	-1.	111		( + . , = 00.00)		ĺ	
[hra]	-								ĺ	
12 /EWS 10/24/	/12-10/28/12 N	Л-F 7-730p	7-73	0р		- WThF	:30 \$1,200.00	0.00 NM	ĺ	
MG for 9.2		-							ĺ	
[Per Bob]									İ	





Contract / Revision 306932 Flight Dates 10/22/12-11/05/12 Hiatus Dates

<u>Original Date / Revision</u> 08/03/12/ 10/25/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

	•		• –								
Ln Ch	Start	End	Inventory Code	Brook	Start/End T	ime Dave	Len Spots	Rate Pri	Pta Type	Tot	<u>als</u> Amount
N 9 WEWS			M-F 730-8P	CM	730-8p	ille Days	•	\$1,200.00 P-2		11	\$13,200.00
N 9 WEWS	10/22/1	2 11/03/12	730-8p	CIVI	730-op		50 (	σ φ1,200.00 P-2	U.UU INIVI	''	φ13,200.00
Sta	rt Date	End Date	•	Spots/Week	Rate	Rating					
Week: 10/		11/04/12	MTWTF		\$1,200.00	0.00					
	Date Ra		escription		t/End Time		Weekdays L	ength Rate	Rtg Type		
6 VEWS	10/29/12	2-11/04/12 N	1-F 730-8P	730-	-8p		MTWThF	:30 <del>(\$1,200.00)</del>	0.00 NM		
	e MG 9.1										
-	A POLIT	-	. = = ===		_		Marian E				
_		2-11/04/12 N	I-F 7-730p	7-73	50p		MTWThF	:30 \$1,200.00	0.00 NM		
~	6 for 9.6 <i>°</i> er Bob]	10/29									
Week: 11/	•	11/11/12	M	1	\$1,200.00	0.00					
N10 WEWS	10/22/1	2 11/05/12	M-F 1135p-1202a	Nightl <b>©</b> M	1135p-1207	x	- :30 (	\$1,000.00 P-2	0.00 NM	3	\$3,000.00
			M-F 1135p-1202a	-	·						
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 10/		10/28/12	MTWTF		\$1,000.00	0.00	M/s sledens L	and Date	D		
	Date Ra		escription 1-F 1135p-1202a Nig		t/End Time		Weekdays L	<u>ength</u> <u>Rate</u> :30 <del>(\$1,000.00)</del>	Rtg Type		
			11.8,11.9,11.10	manie 115	ρ-1207χ		WII WIIII	.30 <del>(φ1,000.00)</del>	0.00 /1///		
[na	_	.0, 11.0, 11.1,	77.0,77.0,77.70								
Week: 10/	29/12	11/04/12	МГWГF	3	\$1,000.00	0.00					
	Date Ra		escription		t/End Time				Rtg Type		
			1-F 1135p-1202a Nig	htline 113	5p-1207x		МТWТhF	:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
	<i>e MG 11.</i> A DUE H		11.8,11.9,11.10								
			1-F 1135p-1202a Nig	htline 113	5p-1207x		MΓWΓhF	:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
	<i>e MG 11.</i> A DUE H		11.8,11.9,11.10								
-		-	1-F 1135p-1202a Nig	htline 113	5p-1207x		MTWThF	:30 <del>(\$1,000.00)</del>	0.00 <i>NM</i>		
			11.8,11.9,11.10								
-	A DUE H	-			<b>^</b>						
Week: 11/		11/11/12	M		\$1,000.00	0.00	1 00 (	ф <b>т</b> оо оо <b>Б</b> о	0.00.1114		Фо ооо оо
N11 WEWS	10/22/1	2 11/05/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	СМ	8-9a	1	1 :30 2	2 \$700.00 P-2	0.00 NM	9	\$6,800.00
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 10/	/22/12 Date Ra	10/28/12	11	2 Stor	\$700.00 t/End Time	0.00	Weekdeye I	anath Data	Dta Tuna		
		<del></del>	escription A-SU GMA 8-9a	8-9a			Weekdays L	<u>ength</u> <u>Rate</u> :30 <del>(\$700.00)</del>	Rtg Type 0.00 NM		
			11.8,11.9,11.10	0 00			Basa	.00 (φ/00.00)	0.00 11111		
		e to political]									
5 /EWS	10/22/12	2-10/28/12 N	I-F 1202a-107a Jimr	ny Kiml 1202	2-107x		ΜΤWΓhF	:30 \$700.00	0.00 NM		
⊕ MG	for 10.6	,11.1,10.5,10	0.3,10.4								
6 /EWS	10/22/12	2-10/28/12 S	a 6a-8a News	6-8a	ı		Sa	:30 \$550.00	0.00 NM		
_		,11.1,10.5,10									
_			a 6a-8a News	6-8a	ı		Sa	:30 \$550.00	0.00 NM		
		,11.1,10.5,10									
			I-F 1202a-107a Jimr	ny Kiml 1202	2-107x		МТWГhF	:30 \$700.00	0.00 NM		
_		,11.1,10.5,10		. =			Name of the state	00 0/ 000			
_			I-F 4-5p Dr. OZ	4-5p	1		MTWThF	:30 \$1,000.00	0.00 NM		
		5,11.1,10.5,10 2-11/04/12 M	0.3,10.4 I-F 5-6p News	5-6p			MTWThF	:30 \$1,200.00	0.00 8184		
_		5,11.1,10.5,1	•	ე-ინ	,		1V11 VV 1 11F	.50 φ1,200.00	U.UU INIVI		
- WC	. 101 10.0	, , 10.0, 10	0.0 <sub>1</sub> 10.¬							ı	

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<u>Contract / Revision</u> 306932 <u>Flight Dates</u> 10/22/12-11/05/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/03/12/ 10/25/12 <u>Order Sep</u> 00:20:00

Advertiser Republican Senate Campai Product Estimate #

							Tot	
Ln Ch Start End	Inventory Code Brea	ak Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N11 WEWS 10/22/12 11/05/12	SA-SU GMA 8-9a CM SA-SU GMA 8-9a	8-9a	11	:30	2 \$700.00 P-2	0.00 NM	9	\$6,800.00
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating					
Week: 10/29/12 11/04/12	11	2 \$700.00	0.00					
Week: 11/05/12 11/11/12		0 \$0.00	0.00					
N12 WEWS 10/22/12 11/05/12	SA 12a-1a CSI Miami LatM	12a-1a		:30	0 \$650.00 P-1	0.00 NM	4	\$2,600.00
1012 00200 10/22/12 11/03/12	SA CSI Miami Late	124-14		.50	σ ψοσο.σο ι - ι	0.00 14101		Ψ2,000.00
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating					
Week: 10/22/12 10/28/12	S-	2 \$650.00	0.00				l	
Week: 10/29/12 11/04/12	S-	2 \$650.00	0.00					
Week: 11/05/12 11/11/12		0 \$0.00	0.00					
N13 WEWS 10/22/12 11/05/12	Friday Prime C CM	20/20		:30	0 \$7,000.00 P-1	0.00 NM	2	\$14,000.00
	20/20				**,*******		_	<b>*</b> · · · · · · · · · · · · · · · · · · ·
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating					
Week: 10/22/12 10/28/12	F	1 \$7,000.00	0.00					
Week: 10/29/12 11/04/12	F	1 \$7,000.00	0.00					
Week: 11/05/12 11/11/12		0 \$7,000.00	0.00					
N14 WEWS 10/22/12 11/05/12	Sunday Prime A CM	AFHV		:30	0 \$8,000.00 P-1	0.00 NM	1	\$8,000.00
	AFHV				. ,			, ,
Start Date End Date	Weekdays Spots/Wee	ek Rate	Rating					
Week: 10/22/12 10/28/12		0 \$0.00	0.00					
Week: 10/29/12 11/04/12	S	1 \$8,000.00	0.00					
Week: 11/05/12 11/11/12		0 \$0.00	0.00					

Totals 108\$155,000.00